

Message Text

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17

ACTION EUR-12

INFO OCT-01 ISO-00 NASA-02 OES-05 RSC-01 /021 W

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R 151000Z JAN 75

FM AMEMBASSY MADRID

TO USIA WASHDC

INFO SECSTATE WASHDC 814

AMEMBASSY BONN

AMEMBASSY ATHENS

UNCLAS MADRID 232

USIAC

E.O. 11652: N/A

SUBJ: DEPARTMENT STORE PROMOTION U.S. PRODUCTS: MOON
ROCK DISPLAY.

REF: USIA 27553, USIA 27577

1. REPRESENTATIVES OF GALERIAS PRECIADOS, SPANISH DEPT
STORE PLANNING TWO MILLION DOLLAR PROMOTION OF U.S. GOODS, MET
WITH USIS AND EMBASSY OFFICERS TODAY TO FIX FURTHER DETAILS
OF USIS/EMBASSY BACKSTOPPING. THEY MOST GRATEFUL FOR USG
COMMITMENT TO PROVIDE MOONROCK FOR DISPLAY IN MADRID IN MARCH.

2. THE STORE IS PLANNING TO OPEN THE PROMOTION WITH MAJOR
PR EVENTS AT THE MAIN MADRID LOCATION ON MARCH 1. MOONROCK
WILL BE CENTERPIECE FOR THIS INITIAL EFFORT. ASSUMING
ONE DAY REQUIRED FOR MOUNTING DISPLAY ASSEMBLY, IT IS
THEREFORE HIGHLY DESIREABLE TO HAVE DISPLAY ASSEMBLY
DELIVERED IN SITU MADRID BY FEB 27, ROCK ITSELF BY
FEB 28. REQUEST AGENCY CONFIRM THIS AS POSSIBLE. ALSO
REQUEST AGENCY PROVIDE ASAP FOLLOWING INFORMATION TO FACILITATE
PROCEDURES FOR CLEARANCE OF DISPLAY ASSEMBLY PRIOR TO ACTUAL
ARRIVAL.

A. PLACE AND METHOD OF ARRIVAL IN SPAIN

B. NUMBER AND WEIGHT OF CASES

C. VALUE

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D. DESCRIPTION AND PHOTO OF DISPLAY CASE

3. IN THE EVENT IT SHOULD NOT BE POSSIBLE TO OBTAIN DELIVERY OF THE DISPLAY ASSEMBLY TO PERMIT DISPLAY BY MARCH 1, GALERIAS PRECIADOS WOULD WANT TO CONSTRUCT ITS OWN DISPLAY ASSEMBLY. IN EVENT NEEDED, REQUEST AGENCY CONFIRM THERE IS NO IMPEDIEMENT TO THIS. IN ANY CASE, REQUEST AGENCY PROVIDE ASAP PHOTOS EXISTING DISPLAY TO USE FOR GENERAL PLANNING PURPOSES.

4. FOR USE IN ADVANCE PUBLICITY AND DISPLAY BLOWUPS AND AS PART OF DISPLAY ITSELF STORE REQUESTS LETTER FROM NASA OR OTHER APPROPRIATE OFFICIAL ATTESTING TO GENUINENESS OF SAMPLE (TO DISPEL ANY SCEPTICISM) AND GIVING INFORMATION ABOUT SAMPLE (WEIGHT, COMPOSITION, AGE, COLLECTION DATE, ETC.).

5. REQUEST CABLE REPLY ASAP SO POST CAN CONFIRM ARRIVAL DATES IN WRITING TO STORE.

6. CABLE ON OTHER SUPPORT ITEMS FOLLOWS SEPTTEL.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 15 JAN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975MADRID00232
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750015-0391
From: MADRID
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750150/aaaabsdc.tel
Line Count: 80
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 USIA 27553, 75 USIA 27577
Review Action: RELEASED, APPROVED
Review Authority: KelleyW0
Review Comment: n/a
Review Content Flags:
Review Date: 15 APR 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <15 APR 2003 by SilvaL0>; APPROVED <10 FEB 2004 by KelleyW0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
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Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: DEPARTMENT STORE PROMOTION U.S. PRODUCTS: MOON ROCK DISPLAY.
TAGS: BEXP
To: USIA
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006